



THE WEBPRENEURS GUIDE TO INFLUENCER MARKETING



BUILD YOUR REPUTATION AS AN EXPERT IN YOUR MARKET

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Introduction - Why Become an Industry Influencer?

Influence is a powerful tool in business and in life. Founding Father John Hancock rose to prominence during the American Revolution because of his influence as a successful businessman. He was asked to contribute ideas for the formation of the Declaration of Independence, one of the most important political documents in the history of the United States. Here is what he had to say about influence:

“The greatest ability in business is to get along with others
and to influence their actions.”

When people perceive you as having credibility and expertise in a given field, your opinion and recommendations gain vital credibility. Your ideas and the content you create, whether delivered through audio, video, text, or another form of media, is quickly shared and taken to heart. Most importantly, people respect your experience and trust your knowledge.

When influential people like the President of the United States speak, their target audience hangs onto every word. The audience recognizes that there is significant value in what the influencer has to share, and that there are positive rewards for following his or her advice.

That is the power of influence: to affect behavior because of the reputation you have earned as a reliable leader and problem-solving specialist in a particular field, someone who always has his or her followers’ best interests at heart.

What is Influence Marketing?

Marketing through influence is more important now than ever to the success of your business. According to MuseFind, 92% of consumers trust an influencer more than an advertisement or traditional celebrity endorsement.

This is because the balance of power between customers and companies has changed. The overabundance of marketing messages has caused many people to become wary when they sense a sales pitch is being delivered. However, those people hold great value. Though they dislike direct marketing, they respect their friends' opinions on products and services, and look upon them as influencers. Therefore, they'll be more likely to make a purchase following a friend's recommendation.

That is what influence marketing is all about: **developing a reputation for expertise and credibility in a particular market, while growing that reputation through strong relationships with your target audience.**

It's about connecting with your prospects. Influential businesspeople can communicate effectively within their marketplace. They understand the psychological side of marketing, the power to influence someone's behaviors and beliefs about purchasing.

What Are the Benefits of Influence Marketing?

The benefits of effective influence marketing can be global or personal. It depends simply on what effect you're trying to produce or what action you're trying to get your market to take. Influencers can quickly and easily expand the reach of their brand when their opinions and ideas are trusted.

For example, you can use your influence to increase traffic flow to your website, sell more products, attract advertisers, or build a massive online following that attracts joint venture opportunities and media attention.

One of the best ways to receive all of those benefits is to become a social influencer. This allows you to springboard off your reputation in a community, while building your credibility and working towards your business goals.

What Is a Social Influencer?

Have you ever been to a party and noticed there was one individual who everyone gravitated towards? That person was a social influencer because he or she had developed and refined social skills that were attractive in a party setting. That is what you want to become in your industry.

Whether you realize it or not, the decisions you make on a daily basis are influenced in some way. This is especially true where social media is concerned. People flock to social networks for a feeling of belonging. Once there, their actions and beliefs are influenced by those perceived as leaders in the group.

Pick some form of social media that is relevant and advantageous to your market and begin working on building your influence there. That is all social influence is: the power to affect the decisions and actions of others in some social setting, through your identity as a knowledgeable and trustworthy expert in your field. Your expert status can be actual or simply perceived by your audience.

How Do You Become an Influencer?

Influencing behavior of any kind begins with building strong relationships. Your target prospects must enjoy and benefit from the relationship they have with you before they will allow you to impact their decisions.

This means you absolutely must be seen as someone who is not only knowledgeable in a particular field, but also a person who acts with integrity and honesty at all times. You should also specialize in one area, rather than trying to dominate a large market. It is a quicker and easier path to influence when you target a smaller, definable niche.

Influencers are also visible. Your face, your name, and your company's brand must all be "out there" at all times. Build a confident and dependable picture of you and your company, and you will more effectively create loyalty and trust in your followers. People are generally drawn towards those individuals and organizations that show confidence and self-assurance.

To become influential, you must also understand that your market is always changing. Learn to be proactive rather than reacting to change. Realize that becoming an influencer in your market requires taking whatever steps are necessary to becoming successful in your particular field.

What You Will Learn

Before you get started, know that this is not an overnight process. Influence achieved quickly is lost just as quickly. Reliable, sustainable influence in your market depends on constantly providing value to your target audience. It is about always thinking of how you can best serve your market, rather than focusing on your personal and business goals.

This means becoming an impactful presence in your industry may take time. That is actually good news, because a consistent track record of solving problems and helping others achieve results will survive longer than any "flash in the pan" respect you earn artificially in a short period of time.

How do you create influence? What steps can you take to build the perception that you are an expert who consistently helps those people in your target market?

You do that by understanding the components of influence. When you know what influence is, how to obtain and measure it, and where to nurture it, you have the formula to make yourself an industry influencer. That is the goal of this course.

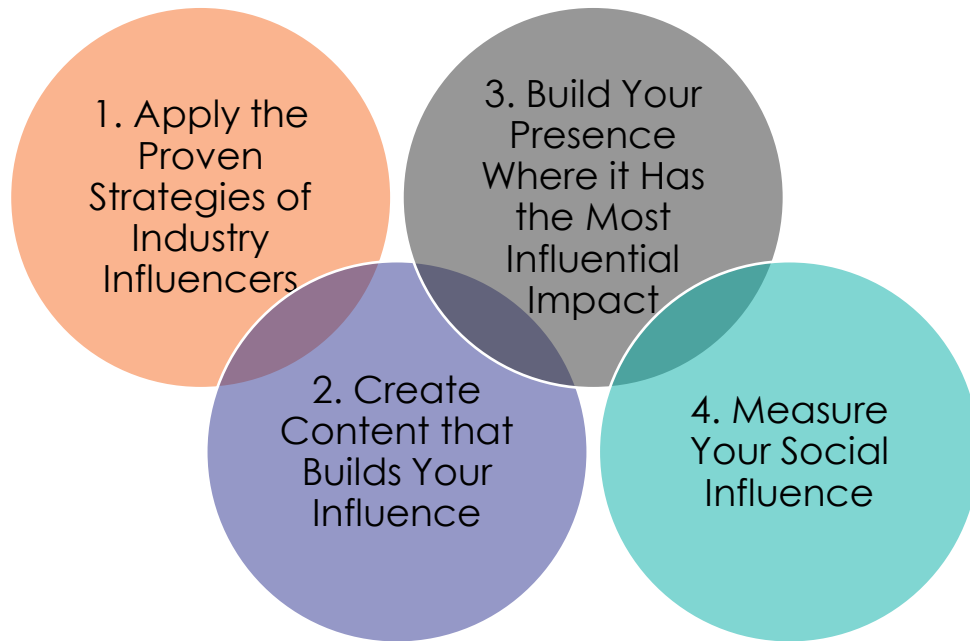
Learning Objectives:

By the time you complete this course, you'll be able to:

- Gauge and improve the strength of your online reputation
- Identify influence marketing opportunities and benefit from them
- Use simple methods proven to build the perception that you are an influential specialist in your market
- Create market-appropriate content that shows you as an expert in your field
- Locate the areas online where you need to be present to best grow your influence
- Measure and monitor your online influence in your target market
- Increase your customer base and loyalty by reinforcing your credibility as someone who is influential in your field

Best Practice Tip: Take notes right here in your course book. Highlight sections of text so you can quickly refer to them later. This will make putting together your market influence action plan in the final module much easier.

Here's a basic overview of the 4 main modules we'll be covering in the course that, put together, will help you build your reputation as an industry influencer.



We'll go through each of these influence components in turn, starting with the proven strategies, then content, then presence, and finally measurement of influence.

Over the next 4 modules of this course, you will start becoming a market influencer. You will build the foundation that makes you the trusted go-to source for information and recommendations in your market. More importantly, you will know how to use that market expert status to increase the number of customers you attract and the bottom line profits you generate.

When you are recognized as delivering an influential impact in your market or niche, your business success will come much more easily. This starts by identifying those areas where you excel in building influence. You should also list the goals you expect to accomplish by taking this course.

Action Steps:

1. Identify and list your current strengths that would make you a good influencer.
2. Define your goals for the completion of this course and in becoming an influencer.

Module 1 – Apply the Proven Strategies of Industry Influencers

Apply the Proven Strategies of Industry Influencers

- Nurture the mindset of an influencer
- Always be learning and up-to-date
- Make yourself accessible

To become an influencer, you first have to recognize the mindset that all prominent industry influencers have. Then you need to know exactly who and what you are attempting to influence. You need to determine what niche product, service, or topic you are going to become an expert on. This means thinking in terms of specialization, not generalization. A heart transplant surgeon makes considerably more money than a general practitioner does because the skills required are more specialized and take longer to master.

Another benefit of specialization for attaining influential status is speed. When you are targeting a smaller, more focused market, you have fewer competitors. This means you can become a market influencer more quickly than if you were targeting a larger marketplace.

Once you have identified the market you are going to influence, be proactive. Always think about how you can provide value. Be a useful source of information. Be persistent and consistent, answering questions, solving problems, and giving recommendations on a regular basis. You should also remember the golden rule of marketing in the 21st century: Before you speak, publish, or create anything, make sure it is focused on the interests of your target market, not your own interests or desires.

The following are a few of the proven strategies that highly successful industry influencers have used to get to where they are today.

Learning from Social Groups in Your Market

You can only “fake it until you make it” as an industry influencer for so long. Becoming the real go-to source for information in your desired area of expertise requires specific knowledge. Social media networks, online and off, are a great place to learn what you need to know to become an expert in your field.

Popular online social hangouts include Facebook, Instagram, Pinterest, LinkedIn, and Twitter. Create an active presence in each of these leading online social networks. Then search for groups and virtual communities inside those networks relevant to your market.

(Note: Through trial and error, you may find that one or more of these social networks do not provide value for your time invested. Spend your time instead at those social media hangouts where you can learn the most.)

Another great way to harness the global power of the Internet to improve your market knowledge and influence is by using Google. Use Google to search for forums relating to your market. For example, if you are going to become the most influential figure in Alaskan Malamute dog training, you would search for “Alaskan Malamute dog training forums.”

Online forums are full of passionate and dedicated people who discuss every aspect of a particular niche or topic. They provide two benefits if you are positioning yourself as the premier source of influence in your market. First, they are a great place to extend your knowledge on a particular topic. Second, by actively answering questions and solving problems in your market's forums, you begin to build your reputation and influence.

Ongoing Education Is Everything

Warren Buffett was considered by many to be the smartest stock market investor 40 years ago. The same belief was held 30, 20, and 10 years ago. Today, Mr. Buffett is still known as one of the smartest financial minds by many of the world's experts in investing. What was Mr. Buffett's secret to over 40 years as a market influencer?

Warren Buffett always said that ongoing research and education is what kept him at the top of the heap in the investing world. Educating yourself on a daily basis is vitally important if you're going to become - and remain - an important influencer in your field.

Where to Get Educated

You should be attending all applicable local and virtual seminars and conferences. Podcasts are free sources of specialized information. You can access podcasts from your smart watch, smartphone, desktop or laptop computer, just about anytime and anywhere. This means you can improve your knowledge in a desired area whenever you have a few minutes to spare during your busy daily routine.

Use the reference section of your local library to get a leg up on others who wish to become influential in your field. Pay attention to industry movers and shakers who are already considered authorities in your market. You can take virtual or "real world" courses and college classes to receive respected certification in just about any area.

Trade journals are an excellent source of top level market information. A trade journal for divorce attorneys is where the top divorce attorneys publish content relevant to that discipline. You can contribute your own content to these journals, positioning yourself as a respected authority. Industry trade journals of all kinds are available online and off – do a quick Google search to find some in your market.

Media Tracking

To be a reliable influencer, you need to be up-to-date at all times. This means tracking all media pertaining to your area of expertise. Unfortunately, there may be thousands or even tens of thousands of newspapers, websites, podcasts, and other forms of media pertaining to your market. There is simply not enough time in the day for you to sift through all of this information.

Instead, ask others what the top 5 or 10 information sources are in your market. Subscribe, listen to, and read those few media sources every day. You can also once again turn to the power of the Internet to track any and every mention of your market focus.

Benefiting from Alerts Services

Several websites offer free and paid alerts services to track market-specific keywords and phrases for you. Whenever these words appear anywhere on the Internet, you are alerted. You can set up immediate, daily, or weekly alert schedules. The following websites offer various types of alerts services, and you can choose the one that works best for your needs:

- [Talkwater Alerts](#)
- [IFTTT](#)
- [Mention](#)
- [Meltwater](#)
- [Google Alerts](#)

Share What You Know

The virtual and off-line social networks, trade journals, communities, and forums you joined earlier are where you need to begin sharing your knowledge. Remember to stay focused on your specific niche market.

You can also start your own blog or website about your niche. This puts you in total control of your online presence. Owning your own website means you always have control over your own little piece of virtual real estate. You can use this platform to spread your knowledge in whatever way you choose: text articles, videos, images, and so on.

When sharing your knowledge, make sure your brand is noticeable. In forums and other online communities, you are often allowed to add a Signature Link to your comments. This should include any relevant personal or company and contact information. You can hire a talented graphic designer inexpensively on [Fiverr](#), [UpWork](#), [Freelancer](#), or [99Designs](#) to create a memorable company logo for you if you don't have one already.

You should also think relevance when sharing your knowledge and expertise. To become the top local influencer and expert on tulips, you should be attending all relevant local garden shows. **In other words, be visible where it makes sense.** An expert on vegetarianism is wasting his time reading forums for cheeseburger lovers.

Your local Chamber of Commerce can have multiple opportunities for positioning yourself as an industry influencer. Chamber of Commerce organizers are always looking for speakers who will share their knowledge for free. Donating time, products, and services to a local charity can also expand your circle of influence.

Write guest blog posts for websites respected in your market. Refer people to other influencers in your area of interest. Check out local "meet and greets" at [MeetUp.com](#), and start your own if there are none in your area.

Give speeches or presentations to local clubs and organizations, or start your own podcast.

In short, "Be everywhere." That is the advice of entrepreneur Pat Flynn. Flynn began in 2008 as a small-time affiliate marketer. He eventually started a blog, and has built a business worth millions off his belief that when people see you everywhere (online and off), they can't help but consider you a market influencer.

Make Yourself Accessible

Nothing can alienate you from your desired market faster than being aloof and unavailable. You should be accessible to everyone that matters, from the most important influencer in your market to someone just getting started in your field. To do this, make sure that your contact information is readily available on everything that bears your name.

Don't be hesitant to hand out your business phone number and email address. Make it widely known that at a specific time each week, you will host one-hour question and answer sessions. As mentioned earlier, you should be attending podcasts, seminars, webinars, and conferences important to your industry. Get there earlier and stay later than anyone else, giving your time to anyone and everyone who requests it.

Create Instant Authority

Why not write a book about something important in your field? Authors command instant respect and authority. You can pay to have a book ghost written, or inexpensively pen and publish e-books for platforms like Amazon's Kindle. Aside from expanding your industry influence, virtual and traditional books can create a passive income stream as well.

Creating information products to solve problems for your target audience is an easier but equally effective way to quickly become a market influencer. Once again, you can turn to Fiverr, Upwork, or another freelancer website to have an information product developed for you. Record short but value-rich videos to share on YouTube and other video sharing sites.

Any piece of valuable content you have written can be published for free on PDF-sharing sites. Blog owners in your market are always looking for free quality content. Provide them with blog posts, infographics, videos, and reports in exchange for publishing your contact information and a link back to your main website.

Direct marketing is one "under the radar" method of spreading your influence. This involves delivery via snail mail of postcards or some other form of content. You can rent lists of people who are interested in your particular marketplace and mail them gifts, substantial discounts, or other offers that bolster your expert status.

Use the SHIP Method to Become an Industry Influence

You just have to remember the word "ship" to make sure you are always demonstrating the traits of an important influencer in all that you do. SHIP stands for:



- **Stories** – Craft memorable and emotion-provoking stories about yourself and your brand. Share these true-life stories whenever possible.
- **Help** – Always be helpful to anyone and everyone in your market. This means focusing on the needs of your prospects, always with the idea of solving their problems and answering their questions.
- **Integrity** – You need to do what you say and operate with the highest set of business and personal morals. Displaying a high level of ethics is extremely important if you are to become a dependable and reliable influencer.
- **Passion** – Display real passion about your market. When others see that you are truly emotionally invested in a certain niche, they will be more likely to consider you an expert in that area.

Now it's time to put what you just learned into action.

Action Steps:

1. Define your specialty or your target area where you are most competent to be an expert and influencer.
2. List the actions you will take towards implementing each of the strategies from this module. Note how those actions will help you begin to build your credibility, attract more followers, and expand your customer base.

Module 2 – Create Content That Builds Your Influence

Create Content
that Builds Your
Influence

- Create consistent and frequent content that connects
- Provide the right content at the right time

Being an influencer means communicating. You can't influence the decisions of others by being silent or hiding behind your computer. This means creating content that identifies you as an industry authority and expert. However, you can't just write a book, publish a few blog posts, or give a presentation at a conference and then stop creating content.

Content development needs to be consistent and frequent.

Each piece of content you craft should deliver real value. In this way, every time you relay a message, you continue to build your perception as an important influence in your market.

Connect With Your Target Audience

What is the best way to make sure your message resonates with your prospects and marketplace? You need to deliver the right message to the right people. But how do you know what the "right" type of content is for your audience? Simple: ask them. Asking your audience what they would like to see is the most surefire way to give them what they want.

For example, people eager to learn Pilates or yoga would probably prefer video over text to teach them how to perform each pose properly. People with very little time to spare may prefer audiobooks and podcasts that allow them to digest your content audibly while they are performing other tasks. Other people prefer reading text as a learning medium. Make sure the type of content you are delivering is presented in the proper form for your audience, and preferably in more than one format for people with different learning styles.

Creating content that builds your influence also requires consistency. Your email should be formatted the same way each time. If you publish a weekly blog post, make sure it arrives on the same day, at the same time each week. If you build a following via webinars and physical seminars, don't change to teleconferences and membership groups as a way of getting your content out.

When you are seen as a credible source of information, your influence builds automatically. To get started, deliver information that your audience already views as factual and reliable. Add your content to that industry-accepted information and you'll piggyback on what is already respected, lending your message immediate acceptance.

Market with a Purpose

You absolutely must have a marketing plan to be influential, particularly when it comes to content. You can't simply fire up your computer each day and then choose at random how you are going to build your sphere of influence. This has a lot to do with the consistency we just mentioned. Develop a purposeful marketing plan, online and off. Be organized and specific as to how you are delivering content to your niche, and stick to your marketing schedule.

Be Human

You are a distinctive individual, and you hold your own unique power. When you are not afraid to be who you are, that draws positive attention to you and your business. People respect others who are confident and comfortable with who they are. Be yourself, infusing all of your content with your own personality and attitude, and you will set yourself apart from your competitors.

Be Yourself While Entertaining and Inspiring

Entertaining your audience is important, but be careful here. A little entertainment here and there will keep your audience happy. However, if you are constantly acting like the class clown, your lack of seriousness can be perceived as a lack of substance.

Find a way to use your unique personality to inspire others. Your personal stories and life experiences, as they pertain to your market, are very powerful. All human history is recorded as stories. People gravitate towards, understand, and relate to inspiring stories, and this can help you build influence in any niche or market.

Dust Off Old Content

Creating content can be difficult. Sometimes you run out of ideas. If this is the case for you, look into your archives. Old emails, blog posts, information products, and videos can be re-purposed to build new content. A video can be turned into a blog post. A blog post can breathe new life as a video, an opt-in freebie, or podcast episode. The key here is in mixing up formats and looking at old content with a creative mindset.

Understanding the Different Phases of a Buying Cycle

When someone first joins your email list, they are probably not ready to buy your products or services yet. Your content should connect with that person according to their place in your buying cycle. This means your opt-in should not be sales-oriented. You should provide value and actionable information for free, in turn for an email address.

The content you deliver through your email auto-responder should continue to offer valuable market information. This moves your prospect deeper into the buying journey, where their trust in you begins to strengthen as you solve problems and answer questions.

Alternately, customers who have already purchased from you expect an entirely different type of content. They respect what you have to say and are willing to buy products and services from you. The content you deliver to them must be of an advanced nature, and these people don't mind if that content is sales-oriented.

Deliver content appropriate to where your audience is in their level of market knowledge, and in your customer lifecycle.

This means creating free and paid materials and products that make sense for a presentation or conference where you are speaking. If you are addressing attendees of a seminar on how to write your first book, the content you deliver needs to apply to authorship or book marketing.

The same is true with virtual relationships. Social networks are less sales-oriented than some other Internet platforms. In this case, you want to provide friendly advice, recommendations, and product reviews. Make sure you have used the products or services in question and are sharing your real feelings and experiences. Providing your honest opinion when someone is considering making a purchase develops respect and trust.

Use the Right Language

Every marketplace has a unique language. There are keywords, phrases, and topics specific to each particular market. Make sure you are discussing those topics and using industry-specific language that others in your field are using. Embed those words and phrases into every piece of content you create.

Not only does this make any form of content consistent and credible, it also helps search engines find your content online. You can also use that industry language when you name your products and services. Simply by seeing the name of your offering, someone in your target market becomes instantly interested.

Concerning social networks, you shouldn't just deliver content for consumption. Respond to other tweets, posts, and comments. Share industry insiders' online content, but always make sure you add a comment or opinion, linking back to your company or products if at all possible.

Speaking the right language is important online, in social networks, and on your own website. It is also important off-line. In person, you don't have the anonymity of the Internet to hide behind. You must be able to speak, and deliver content, in the language of your marketplace.

Important Content Development Considerations

Depending on your market and content format, you need to make specific considerations unique to your situation. In addition, in most markets, the 4 following characteristics need to be present if your content is going to advance the perception that you are an industry influencer worth noticing.



1. Consistent With Your Image

You have already developed a level of expertise and know-how. You may be just starting to carve out a niche as an influential market mover and shaker. You might be one of the "bigwigs" in your market, or find yourself somewhere in between those 2 levels of industry authority and expertise.

The key is that your content must coincide with how you are perceived by your market. If you are just establishing yourself as a credible source of information, don't start out by trying to create a definitive guide that answers any and all problems in your field. You will be received as a newbie that doesn't know what you are talking about.

If you are seen as a veteran authority, make sure the content you deliver reflects that. You always need to provide value, but your content should also match the level of knowledge you have, based on how you are perceived by the marketplace.

2. Well-Timed

Timing is everything in so many aspects of life. Knowing when to deliver what type of information is crucial to building your image as an influencer. This goes back to understanding your customer lifecycle. It also applies to non-sales situations as well.

Delivering information when your prospect or customer needs it is important for a number of reasons. Primarily, it shows that you understand your market. Your followers see that you know what is and is not relevant in the marketplace, and when it is important. Well-timed content delivery can single-handedly vault you to the top of your market as an industry influencer.

3. Delivered In the Right Place

You probably won't sell too many bathing suits in the middle of the desert. But selling umbrellas and iced water in that same situation would be effortless. A fisherman always goes where the fish are. You need to do the same. Constantly and consistently deliver content where your target market lives and breathes.

4. Presented Confidently

Have faith in yourself. You know what you are talking about. You have spent a lot of time and effort getting to know your marketplace. So when you present content of any kind, do it with confidence.

Content and Social Media

There are a few things you need to remember concerning content delivery on social networking platforms. If you are running a B2B business, you definitely need a quality profile on [LinkedIn](#). If your business is connected in

any way to the entertainment industry, your profile and activity on [Twitter](#) is important.

Google and the other search engines rank your social media profiles. They study keywords and phrases used in your profiles to decide how high among their search results you are ranked for those particular search terms. That is why it is so important to "flesh out" your social media profiles.

Mention your industry accolades, certificates, awards, schooling, and any other achievement which relates to your industry. Don't use just 100 words for a profile if a particular social network allows 1,000 words. This is a simple, free way to expand your industry influence and should not be overlooked.

The second-largest search engine online is YouTube. This social network, like Facebook, and others, is a huge search engine. People search for their interests inside of those social networks. So make sure your social media profiles, posts, updates, and tweets are full of industry-specific keywords and phrases.

Knowledge is powerless without action. Get started improving your position as an industry influencer with the exercises below.

Action Steps:

1. Document some specific topics, keywords, and media formats that are relevant to your expertise and you feel confident about creating and delivering.
2. For the topics you listed, note possible media outlets or delivery platforms that could most benefit from your content, such as social media, live events, blogs, webinars, video websites, online training platforms, etc.

Module 3 – Build Your Presence Where It Has the Most Influential Impact

Build Your Presence
Where it Has the
Most Influential
Impact

- Figure out where your market is online and be a presence there
- Develop an offline presence locally

How is becoming a market influence like succeeding in real estate investing? It's all about "Location, Location, Location."

You need to spend your time where it is best served. Depending on your particular business or niche, you will find certain virtual and brick-and-mortar venues work better than others for building your influence. Begin building a noticeable presence at the following online and off-line locations. This will reveal which are the best for helping you become an influencer in your field, and you can spend more time in those beneficial locations.

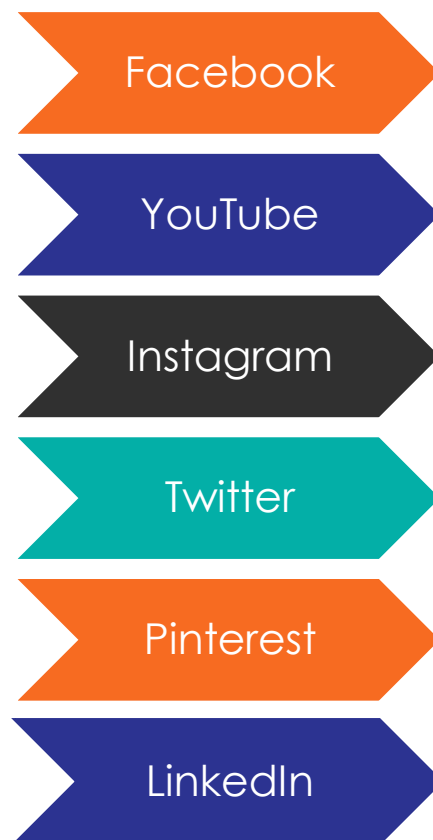
Where You Need to Be Online

You can, to some degree, build your reputation as an industry influencer on your personal website or blog. However, that is a virtual location where people usually return because they have already developed a sense of trust in you and your products. The ideal online locations for becoming an

influential market presence are where your prospects congregate. That usually means social media.

Currently over 75% of all web surfers use social media. If you are going after a younger demographic, Instagram is rapidly becoming more popular than Facebook or Twitter and business professionals need to have a presence on LinkedIn.

Earlier, we talked about developing a social media presence. Now it's time to talk about which sites are most important for different types of people and content.



➤ **Facebook**

You probably don't have to be told that Facebook is one of the leading online social networks. With over 30% of the world's population as active monthly users, Facebook dominates online activity of every kind. Those kinds of numbers illustrate the power of Facebook to single-handedly boost your presence as a market influencer.

Communicate daily, because the vast majority of Facebook users log on several times a day. Built-in ad tracking, document sharing, the ability to create industry-relevant groups, and the chance to produce a massive following are some of the advantages Facebook has over other social networks.

To most effectively market on Facebook, use an easy-going, informative, casual delivery. Outright selling does not work efficiently on Facebook, at least until you've developed strong relationships.

➤ **YouTube**

For the 18 to 49 age group, YouTube is more important than any cable network. This trend first started in 2013. Since then, the incredible reach of YouTube has grown even more significant. Online streaming of video and movies has far out-paced cable television viewing.

This video format is great for short how-to's and informational videos. The commenting and sharing interaction on YouTube can be harnessed to effectively spread your market influence. Find some way to translate your message to video, and get on YouTube as soon as possible.

➤ **Instagram**

Instagram has been one of the fastest growing social networks on the Internet, going from 350 million active monthly users in 2015 to over 1 billion in 2019. Their move towards video, stories and shopping features in

2018 resulted in Instagram being [ranked](#) the most important influencer marketing channel.

More than 500 million people use Instagram every day and [71%](#) of Instagram users are under the age of 35. This means that when you learn to use this photo and video-sharing social networking service successfully, your chances of benefiting from viral marketing are better than on some of the other networks listed here.

➤ **Twitter**

You definitely need to be on Twitter if you operate a B2C company or are involved in any way with the entertainment industry. Tweets have been extended from 140 characters to 280 characters enabling slightly more information. Maintain a good mix of casual and professional when communicating. Don't forget to add a hashtag (#) at the start of keywords and phrases you want to be searched for.

Also be sure to respond when your audience reaches out to you through reply tweets or direct messages. [85%](#) of SMBs use twitter as the platform to provide their customer service.

➤ **Pinterest**

[80%](#) of Pinterest users are women and in U.S households, 80% of women make the buying decisions. This means Pinterest a great option for showcasing products.

Pinterest users have money to spend. A full 64% of all online adults that earn an annual income of \$50,000 (US) a year or more are on Pinterest. Pinterest is an image-heavy social network, so make sure your images are vibrant and eye-catching, while also conveying essential information about your products or brand.

➤ **LinkedIn**

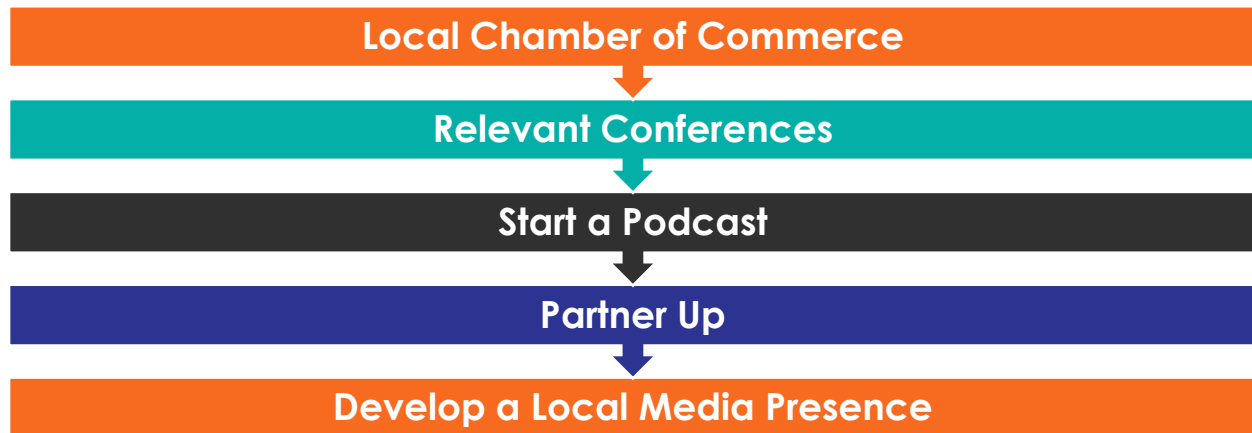
It is a little-known fact that millionaires prefer LinkedIn over all other social networks, except Facebook. In a poll of 1,300 millionaires, more than 40% said they used LinkedIn on a regular basis. Connect with just 1 or 2 of these wealthy individuals and you could quickly become a powerful influence in your market.

LinkedIn, as mentioned earlier, is the place for serious business professionals. You can connect with people through similar interests and topics, create and join groups relevant to your industry, and easily track profile views, how many connections you are making, and other important metrics.

Where You Need to Be Off-Line

An argument can be made that the power of global Internet connectivity means you don't need an off-line presence to become an influential force in your market. However, in most cases, a combination of online and off-line marketing is the best way to guarantee you are seen as someone important in your industry.

Attending far-flung conferences, seminars, and industry expos can be costly. Developing an industry presence in your own backyard, on the other hand, is financially feasible for even the smallest of marketing budgets. Begin showing up to events locally and eventually expand your reach using the following market influencing strategies.



➤ **Local Chamber of Commerce**

Joining a Chamber of Commerce usually requires a small fee. In almost all cases, this investment is well worth the money. You receive immediate access to your potential audience, and other influential professionals in that market as well. Once you're a member, place your Chamber of Commerce badge or icon on your website, and on all of your marketing materials.

This delivers a sense of professionalism and respectability, automatically improving your influence. You may want to consider hosting a regular breakfast meeting or coffee club meet-up for others already involved in your industry, as well as those interested in what you have to offer.

➤ **Relevant Conferences**

Each year, most major cities host conferences and expos that have something to do with your area of expertise. Rent a booth or volunteer as an event speaker at the conferences in your area to improve your reputation as an industry influencer.

In smaller cities, the absence of a conference specific to your industry provides a great opportunity for you to step in and fill that void. This can instantly change how you are perceived in your field.

➤ **Start a Podcast**

Podcasts are definitely an Internet-accessible form of marketing, but they can deliver off-line rewards as well. Create and record a podcast in your local area, using this as a way to interview and educate people in your target market.

This shows you as both a local celebrity and a knowledgeable local market leader. You can start a podcast with nothing more than your laptop and a decent microphone. This portability allows you to move the location of your podcast for each episode, continually growing your market presence.

➤ **Partner Up**

Local charities are always looking for help raising money. There are also churches, schools and for-profit companies in your area that would appreciate your assistance in meeting their business goals. Just remember to be selective when choosing a partner for some type of joint venture campaign.

The right partnership can benefit both parties, and develop long-term relationships that solidify your position as an influential force in your market. Selecting the wrong partner can be a waste of your time and efforts, possibly delivering a crushing blow to your reputation in a worst-case scenario.

➤ **Develop a Local Media Presence**

Local talk radio and television programs in all genres are constantly looking for interviewees and on-air contributors. Your local newspaper and alternative magazines may also provide an opportunity for you to flex your industry-related muscles by providing free content in exchange for a byline and your business contact details.

If you are a chef, offer to host a weekly cooking show. As an author, you can provide free writing tips or lessons. An attorney can offer free legal advice.

Regardless your industry or market, your local newspaper, radio and television stations provide a wealth of opportunity in growing your market influence.

Action Steps:

1. List 5 social media outlets that would best deliver your content and venue for your influence. If you don't already have accounts on those sites under your name or brand name, go ahead and do that now.
2. Identify at least 5 areas outside of social media where you can spread your influence and build a strong following.

Module 4 – Measure Your Social Influence

Measure Your Social Influence

- Measure what matters to your ROI
- Take advantage of online tools

Growth in any endeavor can only come from measuring your progress. In this module, you'll learn to measure your monetary and time investments where your influence marketing efforts are concerned. This allows you to invest the bulk of your time and money on those areas where your return on investment helps you meet your goals.

Measure the Right Thing

What is it that you truly want from your influence marketing? What is the best-case business scenario for 6 months, 1 year, and 5 years down the road? What exactly is it that you are trying to accomplish by becoming an industry influencer? You should take sufficient time to answer these questions.

Otherwise, you may find yourself wasting time measuring marketing returns and metrics which have little to no impact on your business. You may long for the respect, admiration, and power that comes with being an influential force in your market. On the other hand, maximum profitability may be your goal.

In either case, you need to know what your goals are so you can measure the relevant marketing data.

By putting measurable performance trackers in place in your business, you will discover if your sales and profits improve along with your industry influence. Whether prestige or profits are your goal as an influence marketer, you should be measuring the following social metrics and using the following tracking tools and practices.

Visitor/ Customer Loyalty

Once someone buys what you are offering, do they return to make more purchases? If a significant portion of your sales are generated by previous purchasers, this speaks well to your influence in your market. You can also judge your level of market influence by discovering how many of your sales come from word-of-mouth referrals.

Your Expert Status

Being influential in most cases means being an expert in your field. Ask for feedback from your customers and other market influencers to determine if you are viewed as having significant knowledge and industry expertise. Consistently review who is reaching out to you for help.

Record the occasions where you are invited to important marketing functions, conferences, and seminars. If someone enters your sales funnel and doesn't end up buying from you, ask them why they decided to put off purchasing your products and services. All of these exercises help you determine if you are viewed as an influential market expert.

Surveys

Exit polls are given to customers right after they have made a purchase. You can also survey prospects and others in your market who have never bought anything from you. Surveying other market influencers can reveal important industry best practices.

Surveys are a powerful form of market research because everyone likes expressing their opinion. This is a very direct and inexpensive way to see if you are viewed as credible, trustworthy, and knowledgeable in your field.

Measuring Your Social Score

Thanks to the Internet, it is possible to arrive at a specific number which indicates your "social score." There are different applications and websites which grade how you are perceived online in general, and on the most important social networking sites specifically. The following sites and apps help measure your social media influence.

Brandwatch – This market influence tracker helps you assess and score your level of influence. This is done by tracking your activity, audience, and authority on social networks.

Kred – Kred Influence Measurement records specific social media data in relation to your Twitter ID, or a hashtag you use in a tweet. This creates a dual score that represents both your influence (the likelihood that someone will act upon your content), and your outreach (the probability that others will share your content).

Hootsuite Insights – HootSuite is a social media management system. Insights helps you "gauge the social sentiment around your brand." It also reveals where you are missing conversations and interactions that could expand your influence. Insights delivers real-time results that can be broken down into multiple demographics.

Klear - Klear is "an Influencer Marketing software platform." The company provides you with influencer marketing and competitive research tools to gauge and improve your level of influence.

Here are some other social media monitoring tools for specific platforms.

Twitter - [TweetReach](#), [Twazzup](#) and [Followerwonk](#)

Google - [Google Alerts](#)

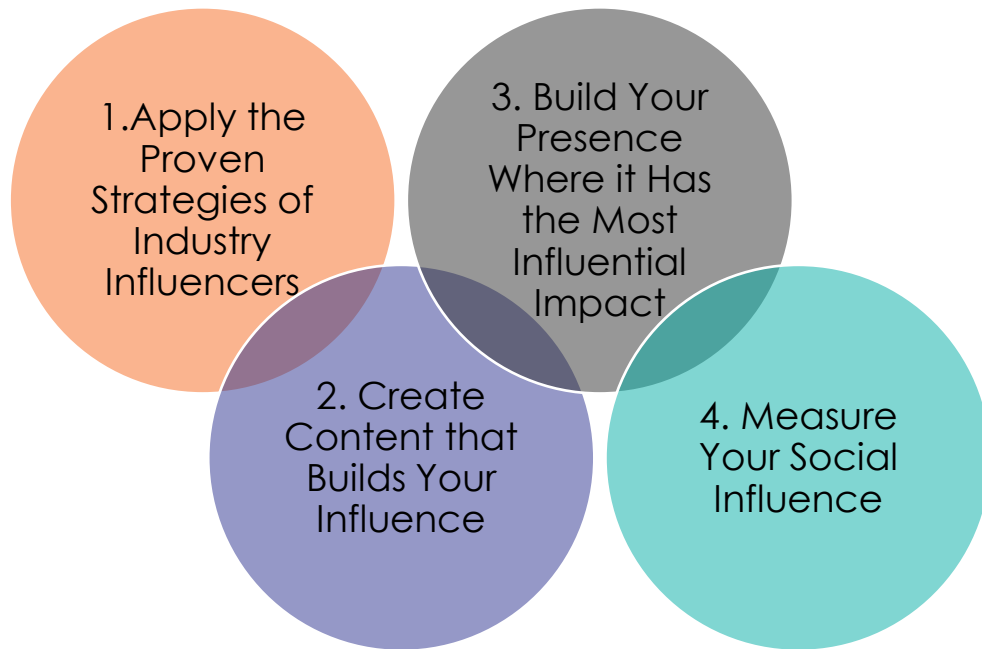
Facebook - [Social Bakers](#) and [Facebook Insights](#)

Internet search engines - [Google](#), [Bing](#), [Yahoo](#), [Baidu](#), [Ask](#), and other search engines rank web pages in order of authority and relativity regarding a specific search term. Higher rankings are generally viewed as more believable and authoritative

Action Steps:

1. List your business performance measures that you wish to increase by becoming a market influencer.
2. Research and decide on 3 tools that would help you measure your social influence and note how they can help. Start with the ones listed in this module.

Conclusion and Next Steps



Congratulations, you are well on your way to becoming an important and influential force in your market.

If you completed all the Action Steps in this course, you should now be able to:

- Measure and continue to improve the reach of your industry influence
- Identify and capitalize on influence marketing opportunities
- Create market-relevant content that matches where your prospect is in the buying cycle

- Locate those areas online that make the most sense for growing your influence
- Build and continue to increase a loyal customer base through your influential status
- Spot local, "real world" areas where you need to be that help grow your market influence
- Use social media to engage and inform your market while building your perception as an industry leader
- Think from the mindset of your prospects, and deliver content and value based on their needs
- Measure the level of your social influence and its impact on your business goals
- Create an action plan using what you have learned in this course to solidify your position as a trusted, knowledgeable influence in your niche or field

Becoming an industry influencer can lead to consistent and sustainable business success. Whether you have a brick-and-mortar or virtual business, the proven methods covered in this course can help you become an expert at influence marketing.

When you establish market influence you are viewed with respect and admiration in your field, meaning personal as well as business goals and advantages are realized. The final action steps listed below will put you on the quick path to achieving all of the benefits that effective influence marketing delivers.

Action Steps:

1. Review your notes from this course and the worksheets you completed for your Action Steps.
2. Identify 3 areas within your niche where you are currently an expert and how you can share your expertise.
3. Determine what you need to do to be consistent in keeping up with your subject area.
4. Use the action plan template to list all of the tasks you will perform when you leave the course and deadlines for completing them.



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